

Strategic priorities



First choice for private patients



Most recommended customer experience

Image:
Tom Ryder
Business Development Manager,
talks with his colleagues at
Spire Little Aston Hospital



First choice for self-paying patients

We want Spire Healthcare to be the UK's first choice private healthcare brand, famous for clinical quality and customer care. Nowhere is this more important than in the growing market for discerning, self-paying patients.

In the past year, Spire Little Aston Hospital has seen 60% growth in patients self-paying for orthopaedic procedures. Some of this demand is driven by lengthening NHS waiting lists, but growing market share in a highly competitive local market is the result of our hospital's ability to develop, market and deliver a compelling customer value proposition.

Business Development Manager, Tom Ryder, explains: "We have an excellent clinical reputation, outstanding consultants and can offer great care – but beyond that, success in the Self-pay market is down to doing the basics well, converting enquiries, and then delivering throughout the patient journey.

"You have to get your message out to the right people. We work with the central Commercial Marketing team, using insight data to understand our local demographics better, targeting and constantly refining our direct mail, advertising and digital communications. We've aligned our GP events programme with our marketing so that local doctors are better informed about our services.



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"You have to build trust from the very first enquiry. Our sales team is motivated, well-trained, knowledgeable and committed to helping patients. We aim to respond to any enquiry, personally, on the phone, within one hour.

"And you have to be able to guide people, who are often first-time buyers of private healthcare, through the process, offering them inclusive care packages with price certainty and alternative financing options through personalised medical loans. We're finding that successful marketing is bringing in younger patients – they're typically more used to financing packages – so we're offering Spire's financing to spread the cost.

"Every single colleague in the hospital is united in promoting our hospital's services and Self-pay proposition options as an accessible and more affordable way to benefit from private healthcare."

Looking after you



Linking to Primary Care

Louise Downie, Spire Little Aston's Primary Care Manager, is part of a transformation in our approach to working with primary care providers.

In her view: "Primary care is changing to meet increasing demand – GP practices are merging and patients are increasingly being seen by Advance Nurse and Musculoskeletal Extended Scope Practitioners rather than GPs.

"As a result, we've extended our programme of information and educational events to this the wider primary care audience, explaining the benefits of new services and equipment, building relationships between them and our Consultants, and making the referral process as easy as possible.

"And Spire Healthcare is changing. We're working closer with our sister Spire hospitals, and we're getting much more support and databased guidance from central management. The result is that we're more focused, more efficient – and our customers benefit."